



2022

JOHNSON



WHERE LIFE IS WORTH LIVING

Southern Tier Region

Downtown Revitalization Initiative, Round 6

Village of Johnson City, Broome County

Martin Meaney, Mayor, jcmayor@VillageofJC.com



Photo Credit: Broome County Arts Council

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2. GEOGRAPHIC AREA AND JUSTIFICATION

Nestled in the Susquehanna River Valley and home to 15,000 residents, Johnson City’s story is one of reinvention. One of Broome County’s “Triple Cities”, the village has been called a memorial to its namesake, George F. Johnson, a man who arrived nearly penniless looking for work in a local factory. Through hard work, dedication, and inventive thinking, he rose to lead a workforce of thousands – and built a community in the process. The Village of Johnson City was, and remains, a “Square Deal Town” where hard work and perseverance pays off.

This multi-cultural working-class community was built on the shoulders of the famed Endicott- Johnson Shoe company for which it is named. While the unfortunate decline of this once iconic company led to the final “EJ” plant closing in 1998, Johnson City residents, laid the groundwork for success and have held unwavering to the reinvention of the community. This perseverance has yielded success with establishment of the new Binghamton University Health Sciences Campus in the Village. Binghamton University is one of the top public universities in the country and has recently committed to the revitalization of Johnson City with the development of

the new Binghamton University Health Sciences Campus. This 15-acre campus, which houses the University’s School of Pharmacy and Pharmaceutical Sciences, and its Decker College of Nursing and Health Sciences, as well as SUNY Upstate Medical University’s Clinical Campus, is leading to downtown Johnson City’s evolution into a vibrant Health and Cultural Innovation District. The village is preparing to be a place where academic research, healthcare and technological innovations, and creative drive can support ideas from inspiration to the world marketplace.

Not only is the village at the nexus of innovation today, set to become a new center for medical advancements, academic research, and technological innovation, it epitomizes the American dream that George F. Johnson worked toward – of rising to independence and success through hard work. This is a community where world-changing innovations are brought to life by professionals in a walkable, compact, and successful community. The type of work may have changed, but the unyielding culture of success remains. A reinvigorated economy is sparking new, sustainable, high-impact investment in the downtown. A 1918 Endicott-Johnson



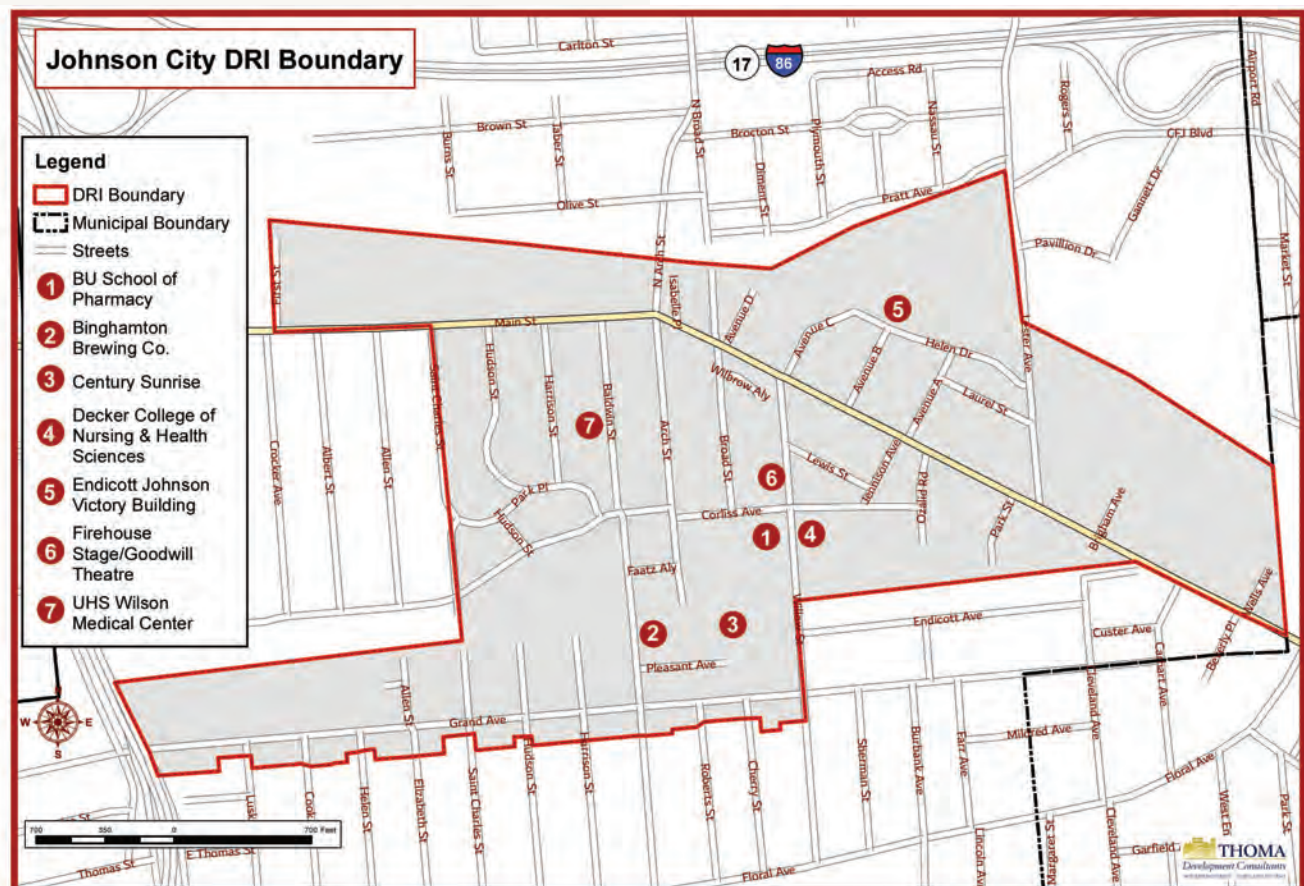
publication noted that Johnson City is “Where Life is Worth Living.” The DRI will further the continued economic and physical transformation of downtown Johnson City, bringing a renewed vibrancy to the community and continuing to fulfill that aspiration. This reinvention is epitomized in the redevelopment of the former Endicott-Johnson Victory building, as its 270,000 square feet of vacant and blighted industrial space is transformed into over 140 new apartments.

To focus investments, the community has defined a DRI target area consisting of nearly 200 acres encompassing the downtown and the surrounding lands and buildings that once housed the Endicott-Johnson Shoe Company. This area is also included within the Johnson City Brownfield Opportunity Area and the Health and Cultural iDistrict. The DRI area runs east to west for one mile along Main Street, which is characterized by multi-story buildings with commercial storefronts and upper floor residences. The northern boundary is the Norfolk-Southern Railway. The southern end includes many commercial properties along Grand Avenue. The boundary includes the primary gateways into the downtown, including entrances from NYS Route 201 along the western edge, Interstate 86 in the north, and the famed Square Deal arch to the east. This core downtown neighborhood has been the epicenter of reinvestment and revitalization in the Village with the construction of the Binghamton University Health Sciences Campus and expanded

facilities for the UHS Wilson Medical Center. While the former industrial and manufacturing history remains, new investment is a constant reminder of the Village’s potential. This area is the heart of Johnson City’s transformation and has therefore been identified as the DRI investment area.

3. VISION STATEMENT

The Village of Johnson City, home to the Health and Cultural iDistrict of the Triple Cities, is fundamentally transforming, from a working-class community built on the foundation of the venerable Endicott Johnson Shoe Company, into a lively and vibrant community with an economy based on health care and higher education. The village is actively leveraging the growth of the UHS Wilson Medical Center, the recent establishment of Binghamton University’s Health Sciences Campus, and the redevelopment of the former EJ Victory Building in the heart of downtown, to catalyze positive change and spur unprecedented private investment. Downtown will espouse a youthful, artistic vibe while preserving and restoring its many historic assets and celebrating its ethnic and cultural diversity. The community will integrate the new Binghamton University and UHS anchors into the downtown core, develop new housing for students and residents, build its cultural infrastructure, and continue to develop the unique sense of place that is Downtown Johnson City.





4. PAST INVESTMENT AND FUTURE POTENTIAL

In Johnson City, strategic planning has ignited significant recent and pending investment in the DRI target area. Johnson City's Health and Cultural iDistrict is a direct result of the Southern Tier Regional Economic Development Council's and the Upstate Revitalization Initiative's vision for the future of the "Triple Cities" of Johnson City, Endicott, and Binghamton. Local planning initiatives that have laid the foundation for hundreds of millions of dollars of investment in downtown Johnson City include the Endicott Johnson Industrial Spine Brownfield Opportunity Area (BOA) and Health and Cultural iDistrict Plan, the iDistrict Branding & Marketing Study, a Business Improvement District feasibility study, the establishment of downtown design guidelines for building reuse and renovation, and other comprehensive zoning updates. Planning initiatives such as the BOA have been ongoing efforts between the county and village for over 20 years, coinciding with the closing of the last Endicott Johnson Shoe Company facility.

The millions of dollars of investments and projects detailed below are a direct result of these planning initiatives.

Greater Binghamton Fund Highlights – Over \$950,000 was awarded to the Village of Johnson City under the Greater Binghamton Fund for public sector projects to improve the quality of life for residents and add to the vibrancy and character of downtown. These include improvements at the EJ Theme Park, Baker Street Park, and Jennison Park; phase 1 of streetscape and traffic calming improvements along Main Street in downtown; downtown gateway improvements including restoration of the historic Square Deal Arch gateway; and construction of stormwater mitigation gardens. These projects represent nearly \$2,000,000 that have or will be invested into public improvements. The public projects are expected to be completed within the next two years.

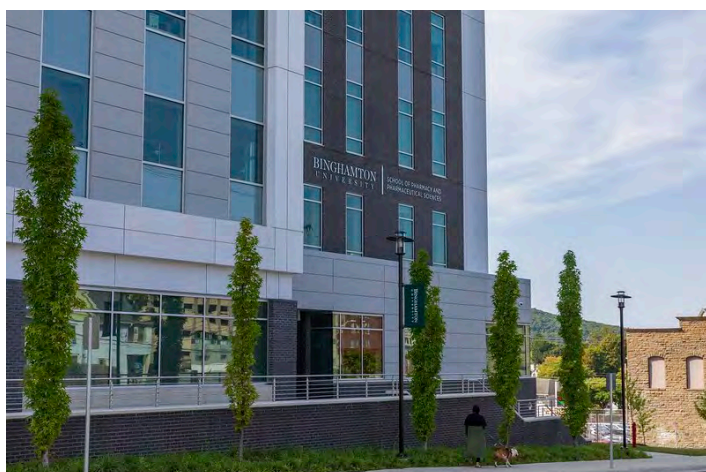
The Greater Binghamton Fund has also triggered over \$3,000,000 of private sector projects. Over \$1,300,000 was awarded to private developers. The sterling example of a private sector investment under the GB Fund is the renovation of 250 Main Street. The project utilized Greater Binghamton Funding and private funds to create two high-end market rate housing units on upper floors and a popular coffee shop on the first floor. Sole City Coffee celebrated its grand opening in June of 2022. This development adds vibrancy and a sense of place to the downtown and is the type of project that the village will seek to incentivize with

DRI funding. The village also funded a building façade program under the Greater Binghamton Fund. Those funds were leveraged with a New York Main Street grant and are currently assisting with the renovation of 10 buildings in the downtown.

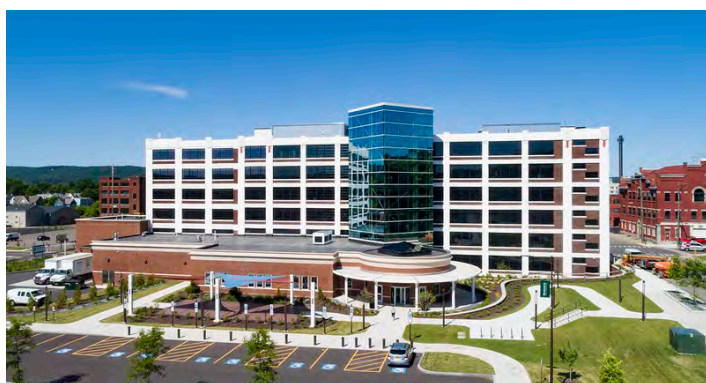


The Village of Johnson City has seen unprecedented investment in and around downtown, in just the last five years, outside of what is being accomplished with the Greater Binghamton Fund. Investments have come in various forms including major anchor institution expansions, private housing development, grassroots non-profit investments, and other public realm improvements. The following represent just a sampling of the exciting developments happening in downtown Johnson City.

Binghamton University Health Sciences Campus – In 2016, Binghamton University made a major commitment to establishing a presence in Johnson City through the development of the new Health Sciences Campus just one block from Main Street. This \$130,000,000 15-acre campus was supported with \$51,000,000 in funding from New York State's Upstate Revitalization Initiative. The campus includes the new School of Pharmacy and Pharmaceutical Sciences. The 105,000 sq ft, \$60,000,000 four story facility houses modern research labs, teaching labs, interactive classrooms, lecture halls, and office space for faculty and staff. An additional research and development facility, connected to the Pharmacy facility, is in construction and due for completion in 2023.



The campus is also home to the University's Decker College of Nursing and Health Sciences, a \$50,000,000 adaptive reuse project to renovate the 100,000 square foot historic Endicott Johnson Pioneer Annex building. This facility also houses SUNY Upstate Medical University's Clinical Campus program, providing the opportunity for interprofessional education between Binghamton University, SUNY Upstate, and UHS.



Over 225 faculty and staff work at the Health Sciences campus. When fully enrolled, the campus will also host nearly 1,200 students, many of whom will choose to live in the village and access dining and retail services in downtown. The Campus has transformed a deteriorated section of the village into a safe and inviting area.

Binghamton University Pedestrian Corridor – With funding provided by the Binghamton University Foundation, Binghamton University is developing a two-acre green space connecting the Health Sciences Campus to the downtown central business district. The project will include sitting areas, lighted walkways, and other amenities to create an inviting connection between the campus and the downtown and will leverage the village's efforts to revitalize the nearby Jenison Park.

UHS Wilson Medical Center – United Health Services recently invested \$15,000,000 to provide structural stabilization repairs to the Gateway Building on Baldwin Street and demo a large portion of the unsightly Picciano Building, one block from Main Street. The project included stabilization of all floors of the hospital building, infrastructure upgrades, and the addition of new surface parking. This investment will ensure UHS's presence in downtown Johnson City for many years to come. Additionally, UHS is currently in the middle of construction on the "Wilson Project" which involves the new construction of a 183,000 square foot patient tower, expanded emergency department, and an on-site MRI facility. This project will represent an additional \$156,000,000 of investment by United Health Services in downtown Johnson City. The new building will front on Main Street and create a new presence and welcoming connection between the central business district and the hospital.



Endicott Johnson Victory Building – Paulus Development is currently saving and renovating the historic 275,000 square foot, five story Endicott Johnson Victory Building as a mixed-use facility with over 140 market rate apartments and over 7,000 square feet of commercial space. This \$40,000,000 renovation project is bringing back online a historic community asset which was nearly lost to decay and has remained unused for 40 years. The Victory Building is located at 59 Lester Avenue, one block from Main Street. This project and the need for new housing in the downtown and in proximity to UHS and the Health Sciences Campus is emblematic of the village's transformation from a manufacturing economy to one based on higher education, healthcare, and technology.





Firehouse Stage / Goodwill Theatre – The historic firehouse at 48 Willow Street was recently rehabilitated for use as a performing arts center in the downtown. The \$2,500,000 project was completed by Goodwill Theatre Inc. and included façade and interior renovations. The firehouse now has operational space for all forms of performing arts. Next to the Firehouse Stage, the original Goodwill Theatre is also undergoing stabilization repairs with a combination of public and private funding. These downtown facilities are unique cultural anchors in the community, providing indoor and outdoor events for people all ages and abilities.

Century Sunrise - The \$33,000,000 rehabilitation and adaptive reuse of two historic Endicott-Johnson Shoe factory buildings resulted in 105 units of affordable rental housing including 26 units for persons with intellectual and developmental disabilities. The renovated space is located within walking distance to Main Street, adjacent to the Binghamton University Health Sciences Campus and UHS Wilson Medical Center and will accommodate a new brewpub/ craft brewing facility. The phase 1 buildout of Binghamton Brewing Co. will cost roughly \$300,000.





The following chart highlights the broad spectrum of recent or pending investments.

Project	Description	Investment	Year
UHS Wilson Medical	Hospital renovations / new construction.	\$171,000,000	On-going
BU Health Sciences Campus	Construction of the School of Pharmacy and Pharmaceutical Sciences and College of Nursing and Health Sciences	\$130,000,000	2016-2023
Victory Building	Housing and commercial space.	\$40,000,000	2021-22
Firehouse Stage	Performing arts renovations.	\$2,500,000	2010-20
Century Sunrise	Housing and commercial space.	\$33,000,000	2018
GB Fund Public Projects	Streetscape, murals, gateway, and park improvements in downtown.	\$2,000,000	On-going
GB Fund Private Projects	Mixed-use, housing, and commercial renovations in downtown.	\$3,000,000	On-going
Lofts @ JC	Luxury residential complex.	\$6,500,000	2019-20
BU Pedestrian Corridor	Connective Corridor from the Health Sciences Campus to downtown.	\$1,000,000	2022-24
Public Infrastructure	Street reconstruction, water / sewer / stormwater upgrades, bridge work.	\$22,000,000	2018-24
New Village Hall and DPW Facility	Renovation of space on Lester Ave in the gateway to downtown.	\$15,000,000	2022-23
Other private projects	Downtown building renovations.	\$2,675,000	2018-22
Total		\$428,675,000	

Developable Properties – The Johnson City DRI target area includes over 30 acres of underutilized developable property. Some of the properties are completely vacant and shovel ready for new construction. Other development opportunities contain vacant commercial or industrial structures

which could be renovated for future reuse. There are 20 vacant storefronts on Main Street in the DRI target area and approximately 25% of the upper floor space of Main Street buildings is vacant and prime for reinvestment.



5. RECENT AND IMPENDING JOB GROWTH

Johnson City has seen a variety of recent job growth from the expansion of anchor institution employers such as Binghamton University and United Health Services, and smaller family-owned businesses alike. In total, there are over 10,000 people employed within the Village of Johnson City. As evidenced below, the village anticipates the creation of hundreds of new jobs in downtown just in the next five years.

There is great diversity in area job opportunities represented in the Johnson City DRI area. Jobs include entry level service jobs, maintenance and cleaning positions, teaching and instruction jobs, tech jobs, jobs for administrative professionals, nursing positions, and medical professional jobs, just to highlight a few.

Anchor employers such as UHS Wilson Medical Center and the Binghamton University Health Sciences Campus are both just steps away from Main Street in Johnson City.

UHS Wilson Medical Center – United Health Services employs over 5,400 people in Broome County and has over 3,400 employees and contract workers in Johnson City. UHS Wilson Medical Center is in the midst of a major expansion in Johnson City with the ongoing construction of a new 183,000 square foot patient tower, expanded emergency department, and onsite MRI facility. UHS is prepared to fill another 460 job openings moving forward. These jobs will provide opportunities for individuals of all income levels, including entry level facilities and administrative positions, professional staff, and medical service provider positions such as nurses and physicians

UHS is also proposing the development of a new childcare center immediately adjacent to the DRI area to serve UHS employees and the public. This New York State registered childcare facility will serve 82 children and will create 18 full time equivalent jobs

Binghamton University Health Sciences Campus – Binghamton University's 15-acre Health Sciences Campus is just one block from Main Street in Johnson City. Between the Decker College of Nursing and Health Sciences and the new School of Pharmacy and Pharmaceutical Sciences, there have been over 225 faculty and staff positions established in Johnson City since 2018. Jobs include a variety of faculty and administrative staff positions. When fully enrolled, the campus will also host nearly 1,200 students. Potentially even more important, the Health Sciences Campus is viewed as a critical piece of the "pipeline" for developing a skilled workforce and medical professionals who can remain in the community and fill positions at other local institutions such as the UHS Medical Center.





Binghamton University recently topped \$50 million in research expenditures. The University's research growth leads to the opportunity for recruiting and retaining new research scientists and staff to support the growing research programs at the Health Sciences Campus and also leads to the development of new technologies that can be developed for the marketplace. The Koffman Southern Tier Incubator supports the entrepreneurial ecosystem across the entire Southern Tier and provides resources for start-up companies accessing University-based and other technologies. Binghamton University is currently constructing a new research and development Center in downtown, adjacent to the new School of Pharmacy. Again, the goal behind this initiative is to develop new tech and an innovative workforce to create new business opportunities within Johnson City and the Southern Tier Region.

Other recent and pending development in downtown Johnson City is also spurring job growth. For instance, the recently completed Century Sunrise apartment complex resulted in the creation of 140 construction jobs and 15 permanent jobs in the downtown. The adaptive reuse of the Endicott Johnson Victory Building will result in an estimated 200 construction jobs and upwards of 30 permanent jobs once the commercial space is occupied. The proposed new construction housing development at 333 Grand Avenue, by Regan Development, will result in 80 construction jobs and up to 5 permanent jobs. Other local initiatives by organizations such as Aminotech, Wellness Centered, and the Crime Victims Assistance Center are also anticipated to create nearly 100 new jobs in downtown Johnson City in the next five years.

There are also nearly a dozen building renovation projects that have been recently completed or are currently underway along Main Street. Many of these projects will result in the creation of permanent jobs. One such example was the recent renovation of 250 Main Street. That project is now the home of Sole City Coffee as of June 2022 and employs 5-10 people at any given time when fully staffed.

6. QUALITY OF LIFE

The Village of Johnson City has great pride in the culture, identity, mobility, and recreational opportunities available in its downtown. The village is fortunate to have a variety of housing, educational resources, events, and opportunities that make Johnson City an ideal place to live, work, and play.

Housing Affordability and Type - The village offers a wide variety of single-family housing, senior housing, and affordable housing. Downtown Johnson City, Main Street specifically, has a range of mixed-use buildings including upper floor apartments over several retail shops. There is a large demand for new, quality rental units. Between the Victory Building redevelopment, the Lofts@JC, and the Century Sunrise housing development, there are over 270 new residential housing units in Johnson City. Units are available at multiple price points including luxury housing, assisted living, affordable housing, and market rate housing.

Commercial, Retail, Restaurants – Johnson City's downtown area is fortunate to contain diverse areas of commerce. Main Street, nearly a mile of which is in the DRI target area, and many of the surrounding streets have dozens of storefronts. These storefronts include several restaurants, delis, barber shops, pharmacies, the post office, a dollar store, grocery store, professional offices, and many other businesses that offer convenience and accessibility to village residents. Additionally, a Walmart Supercenter and Olum's Furniture Clearance Center are located just outside the DRI target area, within a walkable distance from downtown.

Binghamton University Health Sciences Campus

– The new campus occupies 15 acres in the heart of Johnson City and is home to the Decker College of Nursing and the School of Pharmacy and Pharmaceutical Science. The campus is a catalyzing presence in the downtown with 200 employees and over 1,000 students who frequent downtown Johnson City.





Access to Healthy Food – There is a full-service Save-a-Lot grocery store centrally located on Main Street in downtown. Health Beat Natural Foods, a health food and supplement store, is also located on Main Street. There are several small delis and local eateries located within the DRI target area. These operations provide an assortment of food choices and healthy and affordable food options to residents and visitors to downtown Johnson City.

Multi-modal Transportation, Walkability, and Bikeability – Johnson City, Endicott, and the City of Binghamton are so closely intertwined, that they are historically known as the “Triple Cities.” This linkage provides the opportunity for a unique connection for both business and pleasure. The Village of Johnson City has a comprehensive sidewalk network that is well maintained and complete. The main streets in the village are wide and provide ample room for bicycling, jogging, and walking. Johnson City is also served by the BC Transit system, which connects people from all surrounding municipalities to centers of employment and regional attractions. BC Transit is accessible to riders of all abilities and the busses have bike racks to accommodate a multimodal transportation network.



Access to Health Care Facilities – The village is fortunate to contain a regional medical center within the DRI boundaries with the UHS Wilson Medical Center located on Main Street and Baldwin Street. The facility is a designated 24-hour trauma, stroke, and chest pain center, with a 280-bed medical clinic providing Johnson City and the surrounding area with emergency care and other medical services. It is a regional referral center for high-level medical and surgical services such as cardiac surgery, neurosurgery, cancer treatment, maternity, ambulatory surgery, physical therapy, and rehabilitation. UHS is currently expanding in downtown with the construction of a new 183,000 square foot patient tower, expanded emergency department, and an on-site MRI facility. Additionally, Lourdes Ascension is currently constructing an elder/senior care clinic on Corliss Ave.



Academic, Cultural, and Entertainment Amenities and Events – The village has many entertainment amenities at its convenience. The Goodwill Theatre and Schorr Family Firehouse Stage, a historic theater on its way to restoration, and a once defunct firehouse, are quickly being transformed into an entertainment and cultural hub in downtown. The venue offers indoor and outdoor musical events and performances, and year-round entertainment. Other cultural and entertainment events that the village hosts include Johnson City Restaurant Week in April, Trunk-or-Treat Halloween in October, the Free 5k in April, and the Johnson City Rotary Carousel Day and 5k event in July. There is always something exciting to do in downtown Johnson City.

Abundant and Accessible Recreational Opportunities – The village offers many recreational amenities for residents and visitors. Most are accessible, and all are within walking distance of the downtown. Some of these amenities include the facilities at CFJ Park, just to the northwest of the boundary, Southside Park along Floral Ave, Northside Park located along Harry L Drive, and several smaller parks located throughout the village, including parks on Willow Street, Main and Arch Street, and on Main Street and Lester Ave, all within the DRI study area. The parks offer both active and passive recreational opportunities in proximity to downtown.





Arts and Culture – Artistic expression is an important focus of the village. Under the Greater Binghamton Fund iDistrict Public Art Program, the village has had several eye-catching building murals commissioned throughout the community that provide a colorful expression of the village culture. The murals provide over 2,800 square feet of public art and have generated significant excitement in downtown. The approved design for the Jenison Park revitalization project also incorporates art pieces that will enhance the aesthetics and welcoming character of the public space.



Broadband Accessibility – The Village has broadband accessibility by way of fiber optic cable. Broadband is an important asset to the Village of Johnson City and ensures that residents and families in the village can stay connected with the fastest and most reliable technology available.

Community Design that Caters to All – Johnson City's original design was as a place where people can work, live, and be entertained without having to leave the community. Everything that a person would need is within walking distance of downtown. These amenities and events are available for all ages, income levels, and abilities. Important community assets that are within walking distance to downtown include the UHS Wilson Medical Center, the new Century Sunrise housing development, the Victory Building housing development, the Health Sciences Campus, local grocery stores and restaurants, banks, the post office, parks, and public transportation hubs.

7. SUPPORTIVE LOCAL POLICIES

The Village of Johnson City encourages local policies that are fair, modern, and cohesive, ensuring that all citizens are included and accommodated. The village finds the following policies encourage principles that will allow the village to move forward in a safe and sustainable way.

PLANNING AND IMPLEMENTATION DOCUMENTS AND POLICIES

Comprehensive Plan – The Village of Johnson City's Comprehensive Plan was written in 2010 in conjunction with the Village of Endicott and the Town of Union. This collaboration created a Unified Comprehensive Plan. This long-range plan was drafted to provide an in-depth look at the village's existing conditions, and provide a snapshot in time, with attainable goals and recommendations for the future. The Comprehensive Plan is a wide-ranging document, covering topics such as housing, community development, land use and zoning, economics, and community services. Since the adoption of the unified code, the Village has adopted a number of individualized local laws and amendments to ensure that the regulations meet individual community needs. Additionally, the village has applied for a Smart Growth Community Planning Grant in the 2022 Consolidated Funding round to update their Comprehensive Plan.

Community Plan for Recovery & Resilience – This plan, called the 'ReUnion' plan, completed in 2015, is a long-term community recovery plan for the Town of Union, including the Villages of Johnson City and Endicott. The purpose of this plan was to provide an in-depth analysis of the impacts of the September 2011 flood event on the Town's housing, commercial, and industrial inventory and markets. The plan also identifies potential adaptive re-use of properties and investigates potential funding sources for catalytic redevelopment activities.

Endicott Johnson Industrial Spine BOA – The Brownfield Opportunity Area (BOA) Program provides municipalities and community-based organizations with assistance to complete revitalization plans and implementation strategies for areas affected by brownfield sites. In 2015, Broome County was awarded funds through the BOA program to develop the Endicott-Johnson (EJ) Industrial Spine BOA Implementation Strategy (Step 3). Multiple, vacant former manufacturing plants exist in Johnson City, and their remediation and redevelopment are important to re-activating downtown Johnson City. Other documents that have stemmed from this Brownfield Opportunity Area nomination include the Johnson



City iDistrict/BOA plan and Downtown Design guidelines (2018), Johnson City Rail Trail Feasibility Study (2020), Village of Johnson City Historic Preservation Guidebook (2021), Village of Johnson City BID Introductory Guide (2021), and the Goodwill Theatre Architectural Master Plan (2017).



Tax Incentives – The village understands that, despite the need to generate property taxes, it must also provide incentives to businesses with the knowledge that short term incentives yield results in the long term. The village actively participates with the Town to develop tax incentives that benefit homeowners, building owners, and business owners.

ZONING CODE AND DEVELOPMENT STANDARDS

The Zoning Code for the Village of Johnson City is a collaborative work between the Village of Johnson City, Village of Endicott, and the Town of Union. It is known as the “Consolidated Zoning Ordinance of the Town of Union, Village of Johnson City, and Village of Endicott, New York.” The code was adopted in January of 2012 and includes development standards that promote sustainable development, smart growth principles, mixed use development, compact,

pedestrian oriented development, preservation of traditional historic character, and walkability. The zoning code is updated routinely to ensure that it is in line with the future vision of the village. For example, earlier this year, the village adopted the iDistrict Overlay as part of the Zoning Map. With this, the Planning Department can more efficiently enforce the newly adopted Local Law No. 2 of 2022 pertaining to sign regulations and design guidelines.

DOWNTOWN MANAGEMENT STRUCTURE

In the past, the Johnson City Partners had been available to increase economic opportunity in the Village of Johnson City while preserving its historic character. The goals of the Johnson City Partners were to beautify, promote history, and attract new business while creating an exciting new shopping and service venue for Southern Tier residents and visitors. In their absence, to continue this level of economic support, the village is in the process of creating a Business Improvement District (BID) and has already completed a feasibility study in preparation for this project.

CLEAN ENERGY COMMUNITY

The Village of Johnson City is a designated NYSEERDA Clean Energy Community, and has earned points for benchmarking, energy code enforcement training, LED solar light installation, and unified solar permits. Decarbonization is an important goal of the village and future policies will consider environmental impacts.

COMPLETE STREETS PRINCIPLES

All of the village’s plans that include transportation elements include and encourage the concept of Complete Streets. The village has a robust sidewalk system and wide boulevards. It makes sense to engage bicyclists, joggers, and walkers in a way that will allow them to move throughout the village in its entirety, and if possible, in a completely safe and healthy way. In 2016, the Village adopted a Complete Streets Policy and works to enhance features within the downtown.

PRESENCE OF NON-DISCRIMINATION LAWS AND FAIR HOUSING

The Village of Johnson City has a long history of ethnic diversity and requires all areas of the village government to remain non-discriminatory. The village is an equal opportunity employer, and states that discrimination based on race, color, sex, religion, age, marital status, disability, or veteran status is not tolerated. This policy applies to all terms and conditions of employment. The village follows the Americans with Disabilities Act as well as the Fair Housing Act. Johnson City also adheres to Section 504 of



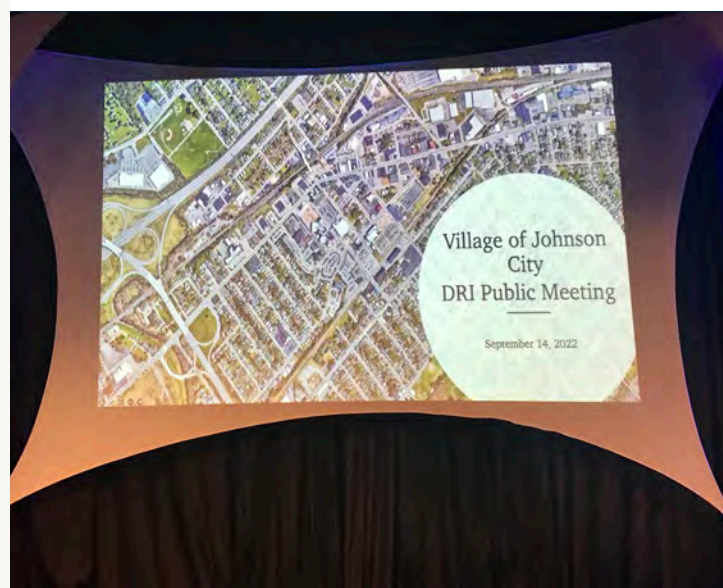
the Rehabilitation Act of 1973, prohibiting discrimination based on disability in programs and activities conducted by the U.S. Department of Housing and Urban Development (HUD) or those that receive financial assistance from HUD. In addition, the village also follows Section 3 of the HUD Act of 1968, which requires that recipients of certain HUD financial assistance, to the greatest extent feasible, provide job training, employment, and contracting opportunities for low-or very-low-income residents in connection with projects in their neighborhoods.

ELIGIBILITY FOR AGE FRIENDLY COMMUNITY CERTIFICATION

The Village of Johnson City's median age is 35.6 years old, and while this may be indicative of an aging population, the Village of Johnson City has and will continue to keep the population engaged, involved, and active. The village prides itself on its accessibility, as well as its continuous cycle of improvements that serve the community regardless of age or limitations. The village encourages people of all ages to participate as stakeholders or board members, and prides itself in that inclusion. The downtown allows for easy entry to most buildings, and encourages investment in elevators, ramps, and accessible amenities to all buildings in the downtown. The village is a community for all ages, and reflects that in its policies, services, and support, and would be an ideal candidate for an Age Friendly Community Certification.

8. PUBLIC SUPPORT

The Village's revitalization successes are born out of two decades of efforts that have included significant public input and have garnered substantial public support. The seeds of the current successes were planted after the collapse of Endicott Johnson with the subsequent Brownfield Opportunity Area (BOA) planning effort. The development of the BOA, which helped to set the Village on its current path, included a robust public involvement process. The more recent planning of the Health and Cultural Innovation District followed a similar path and gained public opinion and support to chart the future of the downtown area. The village has built upon these previous efforts to develop this DRI application. In addition, as part of the application development, the village established a steering committee of downtown stakeholders to guide the process and act as the voice of the community. The village also put out a call for projects, directly mailing every commercial property owner in the DRI area, to solicit input on the future of the downtown and to identify specific projects to further its revitalization. The steering committee held a public meeting at the Firehouse Stage to solicit additional input. The meeting provided information regarding the DRI process and created a framework for residents to guide the direction of the downtown and identify initiatives proposed in the application. In summary, Johnson City residents, business owners, developers, and institutional leaders agree regarding the direction of the community and the downtown. The development of this DRI is based on 20 years of public opinion and the projects proposed herein enjoy broad support within the community. Letters of support from many community leaders are attached and are testament to this support.





9. TRANSFORMATIVE PROJECT OPPORTUNITIES

Johnson City is in the midst of a remarkable transformation from a working-class manufacturing community to a new economy leveraging higher education, healthcare, and culture. This transformation is bringing new jobs, new residents, and new energy into the community. To support these exciting developments, the village must provide a downtown that meets the needs and expectations of this changing demographic and economic marketplace.

Johnson City has established a clear vision for a reimagined downtown and has assembled a series of realistic, yet transformational projects, that together, will develop a downtown core that will support and leverage the transformation that has already occurred. These projects, highlights of which are detailed below, range from the renovation of older, historic buildings to new construction projects; the expansion of cultural institutions; greater multi-model connectivity; and creative placemaking in downtown Johnson City.

PRIVATE PROJECTS

Firehouse Stage Renovation and Expansion – Goodwill Theatre Inc., a non-profit cultural anchor in the village is proposing to undertake a Phase 2 renovation of the 1899 former municipal building and fire station. The Firehouse is part of the future multi-stage Goodwill Theatre Complex, which is an anchor of the Health and Cultural iDistrict. Phase 2 will include the complete renovation of the first, second and third floors of the Firehouse building to adapt the structure into a double venue performance facility, increasing occupancy by 400% and drawing an estimated 30,000 patrons annually to the downtown. The first floor 175-seat Schorr Theater will be redesigned to allow the historic firehouse doors to be opened, creating a unique indoor-outdoor space connecting to the new Willow Street Plaza and Jenison Park. The second floor will house offices, dressing rooms, and rehearsal and classroom space. The third floor will be a 300-seat black box theater. Due to the historic nature of the building, an addition is needed to house HVAC, restrooms, an elevator, secure entrance, and concession area. Phase 2 will finalize the repurposing of the historic fire station and further establish the Goodwill Theatre and Firehouse Stage as a cultural anchor in the community and region. The project will result in 15 new full-time jobs. **Project Sponsor: Goodwill Theatre Inc.; Timeline: 2-4 years; Cost: \$12,000,000; Funding Sources: DRI \$1,500,000, Federal Historic Tax Credits, Restore NY; NY Main Street Anchor, Capital Campaign, ESD Capital Funds, and Environmental Protection Fund.**



19 Avenue B – This former Endicott Johnson building will be redeveloped into a mixed use residential/commercial building. The project is being undertaken by Paulus Development, the same firm that is redeveloping the adjacent EJ Victory Building. It will include 28 market rate apartments with 7,200sf of commercial space. The units will be targeted towards young, educated professionals in the health sciences and technology industries that want to live in close proximity to where they work. This project is located on Avenue B, identified as a prime connective corridor proposed for streetscape improvements under the DRI. **Project Sponsor: Paulus Development; Timeline: 1-3 years; Cost: \$8,000,000; Funding Sources: DRI \$2,000,000, Federal Historic Tax Credits, Restore NY; NY Main Street Anchor, ESD Capital Funds, and private equity.**



Binghamton Brewing Company – Owned and operated by Kristin Lyons and Jason Gardner, Binghamton Brewing Company operated for six years in Johnson City before it was shut down by the Covid19 Pandemic. The brewery is reestablishing operations at its new location in the Century Sunrise building at 135 Baldwin Street in downtown Johnson City. “Bing Brew” is currently undergoing phase 1 renovations of 3,300 square feet of space with plans to reopen the brewery by Spring of 2023. The phase two buildout, which would be a DRI project, includes renovations of over 7,000 square feet in the Century factory to accommodate a 15-barrel brewing system, food service operations, and seating for 100 people. Bing Brew is proposing the creation of 27 jobs. **Project Sponsor: Binghamton Brewing Company; Timeline: 1-2 years; Cost: \$500,000; Funding Sources: DRI \$200,000, Bank Financing, and Federal Historic Tax Credits.**

263 Main Street – This proposed project will be a comprehensive renovation of a large, vacant downtown anchor building on the corner of Main Street and North Broad Street. The second and third floors will be fully built out to accommodate four 2-bedroom apartments. The first floor and basement will be built out to accommodate a new downtown commercial tenant. **Project Sponsor: Our House Your Home, LLC; Timeline: 1-2 years; Cost: \$480,000; Funding Sources: DRI \$192,000, Bank Financing.**

252 Main Street – The developer is proposing a full exterior and interior renovation of this vacant, three-story Main Street building. The building facade will be restored to its original look and design. The first floor will be built out to accommodate a new wine bar. The second and third floors will be developed into four 1-bedroom apartments with modern, luxury finishes. **Project Sponsor: Our House Your Home, LLC; Timeline: 1-2 years; Cost: \$425,000; Funding Sources: DRI \$170,000, Bank Financing.**

Avenue B Firehouse – Firehouse Holdings, LLC, owned and operated by Justin Guiles, acquired 15 Avenue B in 2018. The building was originally constructed in 1916 as the first Endicott Johnson Fire Station. Firehouse Holdings is proposing to fully renovate the existing two-story structure to accommodate a 50-seat, farm-to-table restaurant, a gourmet café and market, and a production bakery facility. The project is located adjacent to the new housing development at the Victory Building and is just a short walk to the Binghamton University Health Sciences Campus and UHS Wilson Medical Center along the proposed Avenue B connective corridor. It will create 20-30 jobs in downtown. **Project Sponsor: Firehouse Holdings, LLC; Timeline: 1-2 years; Cost: \$1,100,000; Funding Sources: DRI \$440,000, Empire State Development, Bank Financing, and Historic Tax Credits.**

333 Grand Avenue – Regan Development is proposing to construct a mixed-use building located at 333 Grand Avenue. Regan Development was recently awarded the right to purchase the property through a property development RFP that was issued by the Village of Johnson City. The mixed-use building will be four stories and contain 72 apartment units with about 6,200 square feet of commercial space. The multi-family portion of the project will be designed for workforce housing. Regan Development was also the developer for the Century Sunrise project. **Project Sponsor: Regan Development; Timeline: 2-3 years; Cost: \$19,513,119; Funding Sources: DRI \$2,000,000, NYS Homes and Community Renewal, ESD Capital, Bank Financing.**





417 Main Street – Currently a half-acre shovel ready site on Main Street, this vacant property will be redeveloped as an office/retail building. Developer Justin Marchuska expects this new construction project to accommodate office/retail space that coincides with the character and market of the Johnson City downtown. This project is expected to create approximately 5 full time jobs. **Project Sponsor:** 1435-1439 Marchuska, LLC; **Timeline:** 1-2 years; **Cost:** \$1,800,000; **Funding Sources:** DRI \$700,000, ESD Capital, Bank Financing.

Johnson City Hotel – The Village of Johnson City has been in discussions with multiple hotel developers who are interested in the development of an upper-midscale chain hotel that would offer 40-60 rooms with extended stay options. The location identified for this project is in the area of Corliss Ave, Baldwin Street, and Arch Street. There is significant demand for a hotel in Johnson City from visitors to the Health Science Campus and UHS Wilson Medical. This project is expected to create approximately 60-80 jobs. **Project Sponsor:** Pending; **Timeline:** 2-4 years; **Cost:** \$19,000,000; **Funding sources:** DRI \$1,750,000, ESD Capital, CDBG Economic Development, Private Financing.

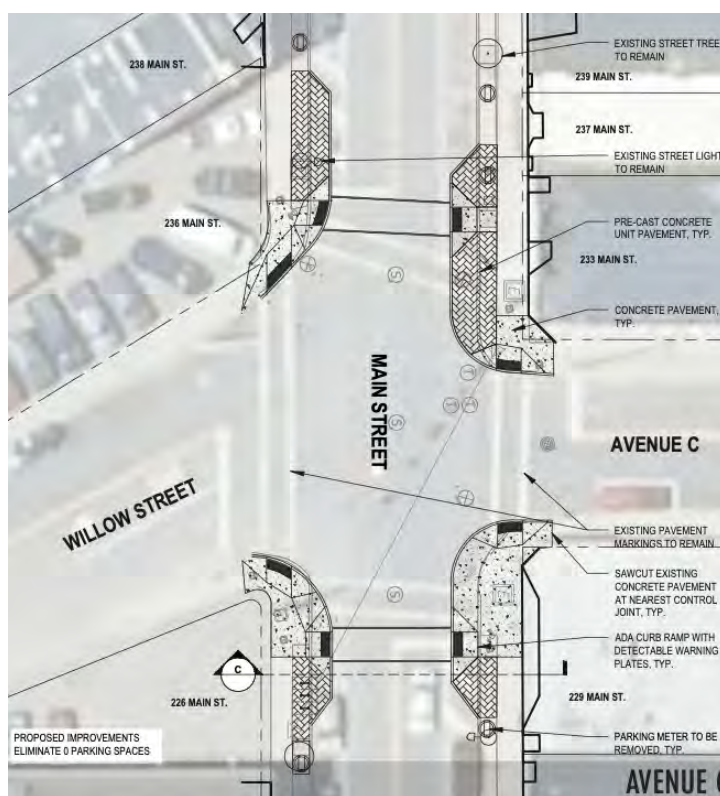
251 Main Street – This vacant, three-story downtown building will be fully renovated on the interior and exterior. The exterior will be restored to its original condition to retain the building's historic character. The commercial space is currently occupied by a long-term tenant and the space will remain occupied. The upper floors will be built out to accommodate five loft-style apartments with high-end, luxury finishes. **Project Sponsor:** Our House Your Home, LLC; **Timeline:** 1-2 years; **Cost:** \$388,000; **Funding Sources:** DRI \$155,000, Bank Financing.

7 Avenue D – This building renovation project will convert the vacant commercial structure behind Main Street into residential housing with five new units. This will be a historic preservation project that will return the build's historic character that has been lost over time. **Project Sponsor:** Our House Your Home, LLC; **Timeline:** 1-2 years; **Cost:** \$300,000; **Funding Sources:** DRI \$120,000, Bank Financing.

PUBLIC PROJECTS

Streetscape Improvements – The village is implementing Phase 1 streetscape improvements along Main Street using Greater Binghamton Funds. Phase 2 of this effort will extend these initial improvements east and west from the core of Main Street. Improvements will include, but are not limited to, pedestrian safety improvements, new high visibility crosswalks, traffic calming, brick pavers, lighting, and landscaping. The project will improve the aesthetics of Main Street and will enhance walkability.

Project Sponsor: Village of Johnson City; **Timeline:** 2-3 years; **Cost:** \$2,000,000; **Other Funding Sources:** Village of Johnson City, MAP-21 intermodal funds.





Downtown Gateway Development – The “Square Deal” arch is an iconic gateway into the downtown from the east. However, there are several other “gateways” into the downtown that provide an opportunity to create more welcoming and appropriate entrances into the community. These include Lester Avenue at Main Street, Main Street at Rt. 201, and Willow Street at Grand Avenue. Improvements will include masonry gateway elements, lighting, and landscaping. *Project Sponsor: Village of Johnson City; Timeline: 2-3 years; Cost: \$800,000; Other Funding Sources: MAP-21 intermodal funds.*



Willbrow Alley Reimagining – Willbrow Alley is a “found” urban space located between Willow Street and Broad Street. The redevelopment of 250 Main Street/Sole City Café included a rear entrance and balconies overlooking the alley. This was the inspiration to “reclaim” this area as a unique pedestrian-oriented urban space to gather, dine, and access businesses. The alley redesign will include new lighting, pavers, landscaping, and public art to create a fun, funky, and vibrant public space in the downtown. *Project Sponsor: Village of Johnson City; Timeline: 1-2 years; Cost: \$500,000; Other Funding Sources: Village Budget.*



Downtown Connectivity Initiative – A principal goal of the village is to provide connectivity between the primary nodes in the downtown (UHS, Binghamton University, and the Victory Building) and the Main Street business district, supporting pedestrian and bike access. It is imperative that the village make these welcoming connections if the downtown is going to capitalize on the investments that have occurred at these anchor institutions. The design will feature a contemporary approach as opposed to the more traditional design aesthetic along the historic Main Street. Creative placemaking elements will be incorporated to craft a fun and inviting atmosphere. The following connective corridors are targeted for improvement:

1) Arch Street and Broad Street from Main

Street to Corliss Avenue – These corridors connect Main Street directly to the Binghamton School of Pharmacy. Improvements include pedestrian scaled lighting, landscaping, ADA compliant curb cuts, benches, bike racks, and enhanced visibility crosswalks.

2) Willow Street from Main Street to Endicott

Avenue – This corridor connects Main Street to the Goodwill Theatre, Firehouse Stage, Decker School of Nursing, and the Century Sunrise building. The corridor will be transformed into a complete street with a paved plaza in front of the Firehouse Stage. The plaza will connect the theater to Jenison Park and the greenway being developed across the street by Binghamton University. It will slow traffic through the area when open to vehicles and will create a large public gathering area when closed for events. Other improvements will include a multi-modal shared-use path, pedestrian scale lighting, landscaping, benches, bike racks, and enhanced visibility crosswalks.





3) Avenue B from Main Street to the Victory Building

Binghamton University is developing a pedestrian greenway stretching from Jenison Park / Willow Street northeast to Main Street. The village is proposing to complete the connection from the northern end of the greenway northward to the Victory Building, currently being renovated into over 140 new housing units. The connection will follow Avenue B and include bike lanes, replacement of 260 linear feet of sidewalk, pedestrian scale lighting, and landscaping.

Project Sponsor: Village of Johnson City; **Timeline:** 2-4 years; **Cost for Three Locations:** \$1,100,000; **Other Funding Sources:** MAP-21 intermodal funds

Rail Trail – The village will convert 2,500 feet of abandoned rail line into a bike and pedestrian trail. The trail will connect Main Street to the east and Baldwin Street to the west. This will provide an alternative transportation route immediately south of the Health Sciences Campus and connect to the new Century Sunrise Apartments and Baldwin Street, the main artery into the UHS campus. The trail will also intersect with new pedestrian and bike amenities on Willow Street. Combined with the connectivity improvements detailed previously, the village will develop a robust alternative transportation network that connects all major nodes within the DRI area. In addition, trail development will eliminate an east-west barrier that cuts off the southern end of the DRI area from Main Street and the Binghamton and UHS campuses. In the future, this trail segment could be tied into a larger trail system.

Project Sponsor: Village of Johnson City; **Timeline:** 3-4 years; **Cost:** \$850,000; **Other funding sources:** MAP-21 Intermodal Program; Recreation Trails Program.

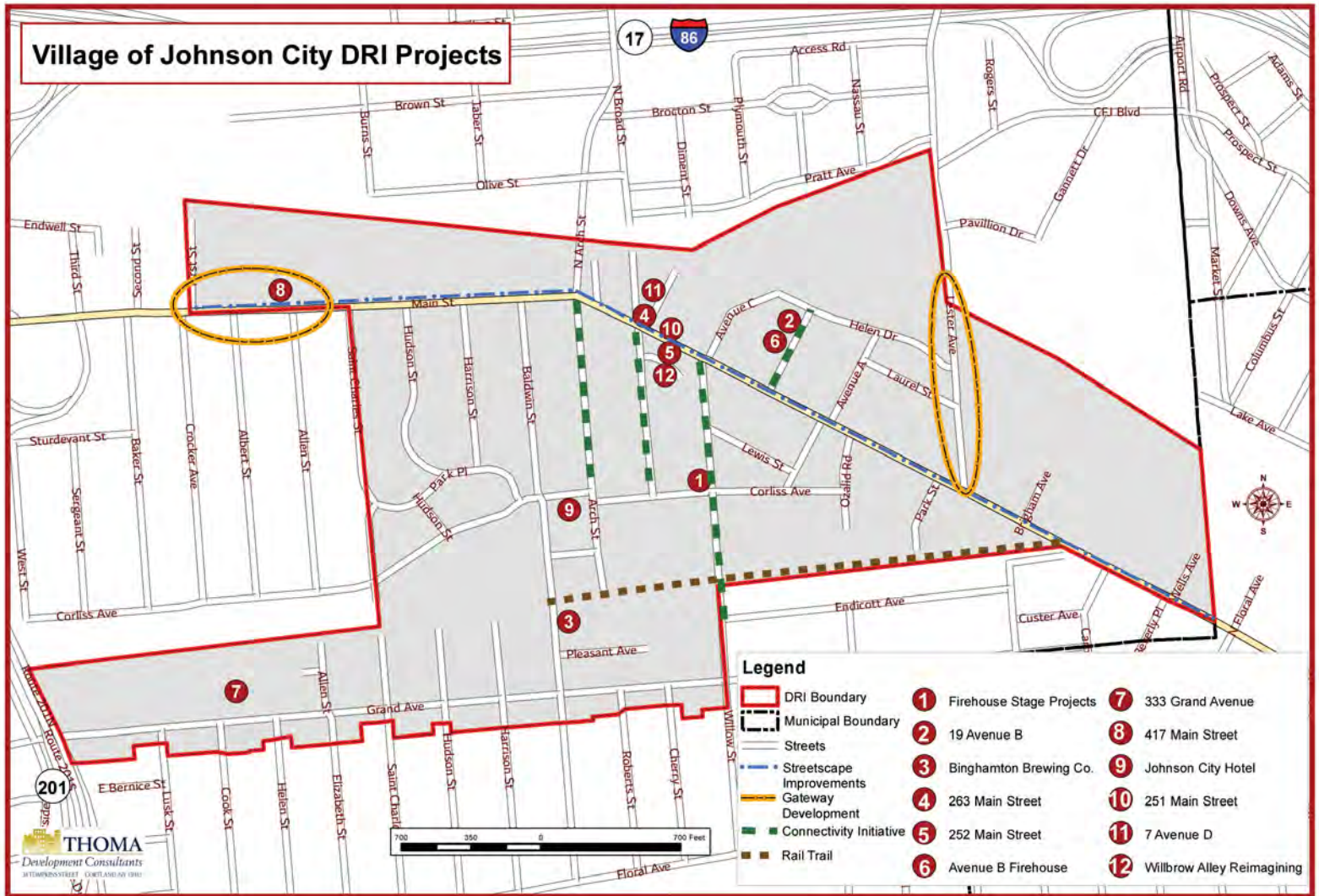
Building Renovation Program – The village will establish a building renovation program to provide matching grants to individual downtown buildings to upgrade facades, install new signage, and undertake interior renovations. It is estimated that 6-8 buildings will be assisted through this program. **Project Sponsor:** Village of Johnson City; **Timeline:** 2-4 years; **Cost:** \$600,000; **Other Funding Sources:** New York Main Street Program

Public Parking Enhancements – The village has several public parking areas that are in need of aesthetic improvements. Three parking areas (between Avenues C and D, Willow Street and Broad, and Broad and Arch) will be upgraded with new landscaped entrances, new signage, and updated lighting to create more attractive and welcoming public areas. The lot between Willow and Broad Street, adjacent to Wilbro Alley, will have a covered bike rack



station. This will assist Village efforts to encourage parking off Main Street and support efforts to develop new upper floor housing along Main Street. **Project Sponsor:** Village of Johnson City; **Timeline:** 1-2 years; **Cost:** \$750,000; **Other Funding Sources:** New York Main Street Program Streetscape Funds, MAP-21 Intermodal funds.

EV Charging Stations – As part of the community's decarbonization efforts, state of the art high speed electrical vehicle charging stations will be installed in several locations throughout the downtown area. An estimated 8 DC fast charge stations will be installed. **Project Sponsor:** Village of Johnson City; **Timeline:** 1-2 years; **Cost:** \$300,000; **Other Funding Sources:** NYSEERDA





10. ADMINISTRATIVE CAPACITY

The Village of Johnson City, with the support of its partners, is fully qualified and prepared to implement the DRI should funds be awarded. The community has the capacity to develop a publicly-driven, visionary, and yet attainable investment strategy as demonstrated by their previous planning efforts. Upon award and final development of the investment strategy, the village can expeditiously implement resulting public contracts, and work with the private sector to ensure that individual private contracts move forward quickly. This confidence in the community's ability to implement DRI funding stems from the vast experience village staff and officials have with successfully implementing past initiatives.

Mayor Martin Meaney has guided the village as Mayor since 2021. Prior to that he was a member of the Board of Trustees. He was present and involved as the village worked with Binghamton University to develop the new Health Sciences Campus, as well as the transformational redevelopment of the long-vacant Victory Building. The village has made significant progress under his leadership.

Stephanie Yezzi serves as the Johnson City Director of Planning. Ms. Yezzi holds a Master of Public Administration in Sustainable Communities from Binghamton University and previously worked with the Southern Tier Central Regional Planning and Development Board. She has been intimately involved in implementing major projects and initiatives in the village, including projects funded under the Greater Binghamton Fund. She has also been involved in updating the village zoning, overseeing local planning initiatives, and staffing the planning board. During her tenure, major development projects have occurred, including the UHS campus expansion and the Victory Building redevelopment.

The Village of Johnson City is also fortunate to receive administrative assistance from the Town of Union. Joseph Moody, Director of Economic Development for the Town of Union, was an essential contributor to the development of this application. As the lead economic development agency in Johnson City, the Town of Union Economic Development Corporation/Local Development Corporation (LDC) has been providing mixed-use and commercial property owners, business start-ups, and existing businesses with gap financing and support since 1982. Over the years, the village and LDC have developed a strong working relationship and all parties anticipate that the LDC will be a key contributor to the administration of the Downtown Revitalization Initiative. Mr. Moody was also closely involved in the Village of

Endicott's DRI and subsequent development of its Investment Strategy. He has a wealth of knowledge and experience in the DRI process.

The village will also receive support from the Broome County Planning Department and The Agency, Broome County's economic development agency. The Broome County Planner, Beth Lucas, and The Agency's Director of Community and Economic Development, Brendan O'Bryan, sat on the steering committee for this application.

Lastly, the village has working relationships with several outside consulting firms with experience with the DRI program, including Bergman Associates and Thoma Development Consultants. These are resources that the village can draw upon when needed.



11. LETTERS OF SUPPORT



OFFICE OF THE MAYOR
VILLAGE OF JOHNSON CITY

MUNICIPAL BUILDING

243 MAIN STREET • JOHNSON CITY, NY 13790

Phone: (607) 798-7861

Fax: (607) 798-7865

E-MAIL: JCMayor@VillageofJC.com

Website: www.villageofjc.com

September 22, 2022

Southern Tier REDC
State Office Building
44 Hawley Street - Suite 1508
Binghamton, New York 13901

Dear Regional Council:

As the Mayor of the Village of Johnson City, it is my pleasure to submit the Village's application to the Regional Economic Development Council for nomination to Round 6 of the Downtown Revitalization Initiative. I believe that a DRI investment is the final piece that will help complete the transformation of downtown Johnson City into the vibrant downtown necessary to support the new development that has occurred within it. I am confident you will find that the Village's past, present, and anticipated efforts have placed our downtown in the best position to capitalize on and maximize the investment provided by the Downtown Revitalization Initiative.

Downtown Johnson City is rich in history, culture, and the arts. The establishment of Binghamton University's Health Sciences Campus and expansion of the UHS Wilson Medical Center is putting us on the cutting edge of academic research, technological innovations, and medical advancements. Redevelopment of the long vacant Endicott Johnson Victory Building will be bringing hundreds of new residents into our downtown. Our village and our downtown are in the midst of truly transformational change and the excitement is palpable. The opportunity for DRI funding could not be more well timed to maximize the impact of recent and planned investment.

I am honored to submit this application for the Downtown Revitalization Initiative and trust that the Regional Economic Development Council will recognize the decades of planning and work that have set the foundation for the success of Johnson City's downtown. The Downtown Revitalization Initiative, if awarded to village, will result in lasting measurable impacts in the downtown, the Village, and Region.

On behalf of the Village of Johnson City, and all of the residents of Johnson City that have contributed to our success, I would like to thank the Regional Council for your consideration of this submission.

Very truly yours,

Martin Meaney
Mayor

RANKING MINORITY MEMBER
CIVIL SERVICE AND PENSIONS
CRIME VICTIMS, CRIME AND
CORRECTION

COMMITTEES
ALCOHOLISM AND SUBSTANCE ABUSE
CODES
DEVELOPMENTAL DISABILITIES
LABOR

**NEW YORK
STATE
SENATE**



**SENATOR
FREDERICK J. AKSHAR II**
52ND SENATE DISTRICT

PLEASE RESPOND TO:

□ **ALBANY OFFICE:**
ROOM 608
LEGISLATIVE OFFICE BLDG
ALBANY, NEW YORK 12247
518-455-2677

□ **DISTRICT OFFICE:**
BINGHAMTON STATE OFFICE BLDG
44 HAWLEY STREET, STE. 1607
BINGHAMTON, NEW YORK 13901
607-773-8771

August 16, 2022

Southern Tier Regional Economic Development Council
44 Hawley St, Suite 1508
Binghamton, NY 13901

Dear STREDC Steering Committee:

I'm writing in strong support of the Village of Johnson City's application for funding through Empire State Development's Downtown Revitalization Initiative.

Downtown Johnson City has made great strides in recent years and offers great opportunity. We are optimistic about the Village's potential as they move forward to support continued growth and a higher quality of life.

One of my priorities as State Senator is to strengthen the Southern Tier economy by helping small businesses succeed. A vibrant downtown will bring in more business and stimulate the region's economy. I believe a thriving downtown will also lead to more economic prosperity by creating more jobs for residents.

I'm looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential and I'd respectfully ask that you give their application every appropriate consideration.

Sincerely,

A large, stylized handwritten signature in black ink, consisting of a large 'F' and 'A' followed by 'II'.

Frederick J. Akshar II
New York State Senator

FJA/blf



State of New York
County of Broome Government Offices

Department of Planning and Economic Development
Jason T. Garnar, County Executive · Beth Lucas, Director

July 5, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

Dear Mayor Meaney:

As the Director of Planning for the Broome County Planning Department, I am very excited about the Village's Downtown Revitalization Initiative application.

The Village of Johnson City is a vital part of Broome County and important partner for the innovation district initiative established in the Southern Tier URI strategy. We strongly believe downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity and are optimistic about the Village's future potential and look forward to the anticipated growth and economic stability that is to come.

According to Broome County's Comprehensive Plan, between 1990 and 2011, the region experienced a net loss of more than 10,000 jobs, with limited growth expected. More than two thirds of those who work in Broome County live within the Binghamton MSA, which includes the Village of Johnson City. We want to see Downtown Johnson City become a hub that attracts perspective employees and new businesses.

We are looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Sincerely,

A handwritten signature in blue ink that reads "Beth A. Lucas". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Beth A. Lucas
Director



State of New York County of Broome Government Offices

Office of the Broome County Executive
Jason T. Garnar, County Executive

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

Dear Mayor Meaney:

As the County Executive for Broome County, I am very excited about the Village's Downtown Revitalization Initiative application. The Village of Johnson City is a vital part of Broome County and we believe downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity. We are optimistic about the Village's future potential and look forward to the anticipated growth and revitalization in the community.

Broome County's economy has become successful due to talented entrepreneurs and inventors. We were a hotbed of innovation in the 20th century with businesses like IBM; however, employment levels in the Binghamton MSA have greatly declined. If the Village of Johnson City has a thriving downtown that can lead to higher employment levels and more innovation, such revitalization will stimulate the local, County and regional economy.

I am looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Sincerely,

A handwritten signature in dark ink, appearing to read "J. T. Garnar", is written over a horizontal line.

Jason Garnar
County Executive
Broome County

Broome County Office Building · 60 Hawley Street · P.O. Box 1766 · Binghamton, New York 13902
(607) 778-2109 · Fax (607) 778-2044 · www.gobroomecounty.com

Town of Union

3111 E. Main Street – Endwell, NY 13760-5990

Phone (607) 786-2900

Phone (Voice/TTY) 786-2924

Fax (607) 786-2998



Richard A. Materese
Supervisor

September 1, 2022

Honorable Martin Meaney
Mayor
Village of Endicott
1009 East Main Street
Endicott, NY 13760

Dear Mayor Meaney:

It is my pleasure to provide this letter of support for the Village of Johnson City's grant application for the Downtown Revitalization Initiative (DRI) Grant Program. Obtaining DRI funding would significantly benefit and serve as a key asset to the village for further enhancing current community revitalization and economic development work.

Awarding of DRI funds to Johnson City would be a sound investment in our community's present and future economic growth. A major objective of the DRI Program, which is to transform downtown areas into dynamic communities via catalytic projects, effectively dovetails with Endicott's and the Town of Union's work of invigorating Endicott's Advanced Manufacturing Innovation District.

It is important for the Village of Johnson City to have optimal ability to achieve its strategic investment plans. The village's attentiveness to economic development and jobs creation is evidenced by Johnson City's submittal of a number of significant projects under the \$20 million Greater Binghamton Fund.

In addition, Johnson City has been attentive to working with the Town of Union on a wide range of economic development projects. Those projects include moving forward and taking steps for improving storm water management and redevelopment of former industrial buildings and retail centers in the village.

The Village of Johnson City's strategic planning work is commendable, and the value of such efforts is worthy of receiving DRI funds. To this end, the Town of Union completely backs your application for grant funding. We heartily encourage New York State Empire State Development and the Southern Tier Regional Economic Development Council to fully consider and support your application.

Sincerely,

Richard A. Materese
Supervisor
Town of Union



August 12, 2022

Martin Meaney, Mayor
Village of Johnson City
243 Main Street
Johnson City, NY 13790

RE: Support for the Village of Johnson City's Downtown Revitalization Initiative proposal

Dear Mayor Meaney:

It is a pleasure to provide United Health Services Hospitals' (UHS Hospitals) support for the Village of Johnson City's Downtown Revitalization Initiative (DRI) proposal.

In the heart of the Village there are now pockets of amenities that serve the regional community including Binghamton University's new Health Sciences Campus, Goodwill Theatre Inc.'s Firehouse Stage, Century Sunrise Apartments, and the UHS Hospitals Wilson Regional Medical Center. This is a walkable area with plenty of opportunity to further connect this network of amenities with projects that further enhance the regional draw of the Village.

UHS Hospitals has recently broken ground on "The Wilson Project", our largest capital project ever. This \$156,000,000, privately funded project will include an on-site MRI, expanded emergency department and 183,000 square foot new patient tower on the UHS Wilson Regional Medical Center campus in the Village of Johnson City. This investment is a tangible symbol of UHS Hospitals' commitment to being an engaged partner with the Village of Johnson City in revitalizing the downtown area. The new front door of the hospital will face Main Street and connect it to potential commercial development along the Main Street corridor. As an advanced medical care facility, many of our patients and visitors travel significant distances to visit our campus. While they are here, they will take advantage of newer amenities in a revitalized downtown area.

A successful DRI proposal will further leverage recent large public and private capital investments in the downtown area by UHS Hospitals and Binghamton University. It will pave the way for more businesses to contribute to the economy and for people to connect through professional and cultural experiences. UHS Hospitals appreciates the opportunity to engage with the Village of Johnson City in its efforts to enrich the quality of life and motivate more redevelopment and growth.

Sincerely,

JMC/kh

John M. Carrigg

President & Chief Executive Officer
United Health Services

UHS Wilson Medical Center
UHS Binghamton General Hospital
UHS Chenango Memorial Hospital
UHS Delaware Valley Hospital
UHS Senior Living at Ideal
UHS Home Care
UHS Medical Group
UHS Foundation

Office of the President
10-42 Mitchell Avenue
Binghamton, New York 13903
(607) 762-2263
(607) 762-3203 fax
John.Carrigg@nyuhs.org

July 27, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

Dear Mayor Meaney:

As the President of Binghamton University, we are very excited about the Village's Downtown Revitalization Initiative application. The Village of Johnson City is the home of our new Pharmacy and Nursing Schools with the future R & D Facility underway. We strongly believe downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity. We are optimistic about the Village's future potential and look forward to the anticipated growth and improved quality of life for the community.

We have been fortunate to work with the Village of Johnson City for the past few years, collecting information and data relevant to the urban-economic revitalization of the community. As stated, we have recently developed our Pharmacy and Nursing Schools right in downtown Johnson City and have begun construction of the new R & D Facility. A vibrant downtown Johnson City supports Binghamton University as it provides a great atmosphere for our students and staff to live, work and study.

We are looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Sincerely,



Harvey G. Stenger
President

Johnson City Central School District

666 Reynolds Road
Johnson City, NY 13790
www.jcschools.com



July 5, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

Dear Mayor Meaney:

As the Assistant Superintendent for the Johnson City School District, I am very excited about the Village's Downtown Revitalization Initiative application. The Johnson City School District educates the next generation of the Village's population. It is apparent that downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity. We are optimistic about the Village's future potential and look forward to watching our students grow into participating citizens that embrace this higher quality of life.

Johnson City has the potential to create a more inviting environment for our youth. Revitalizing the downtown area with projects like parks, new businesses and art will make the Village a place where youth will want to spend their time. Over \$3 million was awarded to public and private sector projects in Johnson City under the Greater Binghamton Fund to spark revitalization, but there is still much more work to be done.

I am looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Elisa Eaton', written in a cursive style.

Elisa Eaton
Assistant Superintendent for Administration
Johnson City School District

September 1, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

Dear Mayor Meaney:

As the Outreach Coordinator for the Saint James Church and School, I am very excited about the Village's Downtown Revitalization Initiative application. St. James is a vital part of Johnson City and its students would benefit from a vibrant downtown. We are optimistic about the Village's future potential and look forward to watching our students grow into participating citizens that embrace this higher quality of life.

Johnson City has the potential to create a more inviting environment for our youth. Revitalizing the downtown area with projects such as parks, new businesses and art programs will make the Village a place where youth will want to spend their time.

I am looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Hope Matthews', with a stylized, flowing script.

Hope Matthews
Outreach Coordinator
St. James Church

THE AGENCY

BROOME COUNTY IDA / LDC

September 6, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

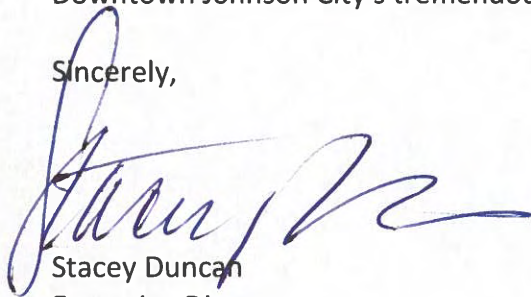
Dear Mayor Meaney:

As the Executive Director of The Agency, we are very excited about the Village's Downtown Revitalization Initiative application. As the Agency is the lead economic development organization for Broome County, we feel downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity. We are optimistic about the Village's future potential and look forward to watching the downtown return to a state of vibrancy.

The Agency aims to be the dynamic, approachable driver of economic development in Broome County. We have facilitated more than 150 projects, investing more than \$725 million. A vibrant downtown will lead to great economic development not just for the Village, but for the County as a whole.

We are looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Stacey Duncan', is written over the typed name.

Stacey Duncan
Executive Director
The Agency



July 5, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

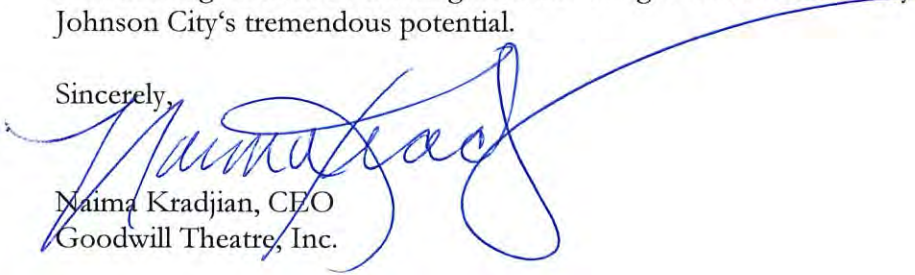
Dear Mayor Meaney:

As the CEO of Goodwill Theatre Inc., I am very excited about the Village's Downtown Revitalization Initiative application. Goodwill Theatre Inc. is a performing Arts and Conference Center that enriches the lives of residents through education, events and performances right in Downtown Johnson City. Our organization strongly believes downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity. We are optimistic about the Village's future potential and look forward to a more vibrant downtown, rich in culture and local business growth.

The Goodwill Theatre acts as a catalyst for revitalizing the Village of Johnson City's downtown. We build confidence and trust in potential investments in downtown development. We also attract approximately 100,000 people into the Village annually, equating to \$1.5 million spent and going into the local economy. Revitalization of the downtown in Johnson City will lead to more people appreciating our rich history and culture.

I am looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Sincerely,


Naima Kradjian, CEO
Goodwill Theatre, Inc.



Johnson City Rotary Club
P.O. Box 264
Johnson City, NY 13790

Rotary



July 28, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

Dear Mayor Meaney:

As the president of the Johnson City Rotary Club, I am very excited about the Village's Downtown Revitalization Initiative application. We strongly believe that downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity. We are optimistic about our Village's future potential and look forward to watching our community grow.

I am writing this in support of the application to secure grant funding to complete the Downtown Revitalization Initiative (DRI) for the Village. Johnson City Rotary's mission is to support the JC community and especially any project that promotes regional economic growth and development. We are proud of Johnson City yet recognize the reality that it is no longer the community center it used to be. It is wonderful that the Greater Binghamton Fund has awarded over \$3 million to public and private sector projects in Johnson City which started the revitalization efforts. We know that the community would like to see downtown continue to regenerate which would instill a stronger sense of community in order to return to its former vibrant state.

We are looking forward to working with the Village and the community to fully realize downtown Johnson City's tremendous potential. Please keep us in mind for any opportunities where we can collaborate to support this important initiative.

Sincerely,

A handwritten signature in black ink that reads "Susan Paredez".

Susan Paredez
President
Johnson City Rotary Club
ssparedez@gmail.com
607-349-4120



1055 Saw Mill River Road
Suite 204
Ardsley, NY 10502

tel: 914-693-6613
fax: 914-693-1282

September 1, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

Dear Mayor Meaney:

As the president of Regan Development, I am very excited about the Village's Downtown Revitalization Initiative application. Regan Development is a real estate development company that develops residential and commercial real estate and affordable housing developments including the Century Sunrise Apartments in the Village of Johnson City. I strongly believe downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity. I am optimistic about the Village's future potential and look forward to the anticipated growth.

Johnson City has a rich local history that is celebrated by its residents. It was home to large businesses like Endicott-Johnson, IBM and Lockheed Martin; however, Downtown Johnson City no longer sees the level of activity it did in the past. The Greater Binghamton Fund awarded over \$3 million to public and private sector projects in Johnson City which started the revitalization efforts. Our organization would like to see downtown continue to regenerate and for more people to live in the area.

I am looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Sincerely,

A handwritten signature in blue ink, appearing to read "Larry Regan", is written over the printed name.

Larry Regan
President
Regan Development



MARCHUSKA COMPANIES

MARCHUSKA BROTHERS CONSTRUCTION, LLC
MARCHUSKA GLASS, LLC
MARCHUSKA DEVELOPMENT, LLC
WALLACE DEVELOPMENT CO., LLC
MARCHUSKA, LLC
1435-1439 MARCHUSKA, LLC
TIOGA LEARNING PROPERTIES, LLC
MARCHUSKA PRODUCTIONS, LLC

408 Commerce Road
Vestal, NY 13850

607-786-3762 voice
607-786-0064 facsimile
www.marchuskabrothers.com

Bernard J. Marchuska
Member

Justin A. Marchuska, II
Member

September 2, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

Dear Mayor Meaney:

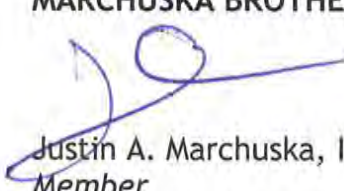
As the owner of Marchuska Brothers Construction, LLC, I am very excited about the Village's Downtown Revitalization Initiative application. Marchuska Brothers Construction, LLC provides full construction services for commercial and residential projects with a service area encompassing the Village of Johnson City. I strongly believe downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity. I am optimistic about the Village's future potential and look forward to the anticipated growth.

Johnson City has a rich local history that is celebrated by its residents. It was home to large businesses like Endicott-Johnson, IBM and Lockheed Martin; however, Downtown Johnson City contains much potential for revitalization in order to restore its vibrancy of the past. Our organization would like to see downtown continue to regenerate and for more people to live and work in the area.

I am looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Very truly yours,

MARCHUSKA BROTHERS CONSTRUCTION, LLC.


Justin A. Marchuska, II
Member

justin.marchuska@marchuskabrothers.com
www.marchuskabrothers.com

PAULUS DEVELOPMENT

August 19th, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

RE: Paulus Development Support for the Downtown Revitalization of Johnson City

Dear Mayor Meaney,

At Paulus Development, we believe investing in underutilized urban properties can be a catalyst for change in communities and the local economy. Our current project, which is a historic rehabilitation of one the last remaining Endicott-Johnson "Victory" Factory building in Johnson City ("Victory Lofts"), demonstrates our commitment to cultivating neighborhood and environmental resiliency through private development. The Victory Lofts will transform a vacant building into 156 market-rate apartments and commercial space. The rehabilitation of this "anchor asset" in the community will create a new beginning for one of the county's most prominent industrial assets and help connect the north end of Main Street with Binghamton University's Health Sciences Campus in Johnson City on the south end of Main Street.

The economic and social success of the Victory Lofts and its neighborhood is greatly connected to the continued investment and success of Johnson City. The recent investments by Binghamton University's Health Sciences Campus and United Health Services Wilson Hospital in Johnson City has created a once-in-a-lifetime opportunity for the future of Johnson City residents. These major investments have created a platform for Johnson City to grow and provide new opportunities for the private and public sectors in the community. Additional investments from the private and public community will further strengthen the economy and create a destination for generations.

The Village of Johnson City has a great history, which is proudly celebrated by its residents, and even stronger future. The Village was home to many great businesses in the community like Endicott-Johnson Shoes and IBM in years past. It has successfully developed a regional transformation initiative which will provide the "anchor investments" for the new economy and it needs your support through the Downtown Revitalization Initiative to move forward with more investments to strengthen the economy, attract new investments, and maximize the potential of it's the recent investments by Binghamton University and United Health Services Wilson Hospital.

Paulus Development fully supports the opportunities available in Johnson City and hopes for your support to continue forward more investments for Johnson City!

Sincerely,



Matthew Paulus
Founder/President
Paulus Development

July 22, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

Dear Mayor Meaney:

As the owners of 250 Main St. and its first floor commercial space that houses our business, Sole City Coffee Co., we are very excited about the Village's Downtown Revitalization Initiative application. Sole City Coffee is a new coffee shop located on Main Street in Johnson City. We strongly believe downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity. Our family is optimistic about the Village's future potential and look forward to seeing some of the goals we have set forth come to fruition.

Johnson City has a rich local history that is celebrated by its residents. It was home to large businesses like Endicott-Johnson, IBM and Lockheed Martin; however, Downtown Johnson City is no longer the booming place used to be. The Greater Binghamton Fund awarded over \$3 million to public and private sector projects in Johnson City which started the revitalization efforts. Such efforts support the regional designation as the health and cultural iDistrict. We, as well as our community, would like to see downtown continue to regenerate and for more businesses to open up.

We are looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Sincerely,

Tom and Kathryn Sheredy
Owners
250 Main St. & Sole City Coffee Co.

July 5, 2022

Mayor Martin Meaney
Village of Johnson City
243 Main Street
Johnson City, NY 13790

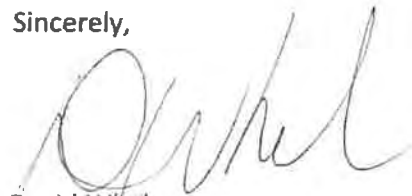
Dear Mayor Meaney:

As the President of Hots Franchise Group, Inc., I am very excited about the Village's Downtown Revitalization Initiative application. I have a business in the Binghamton area with hopes to expand into the Village of Johnson City. I strongly believe downtown Johnson City has made great strides forward in recent years and offers unmatched opportunity. I am optimistic about the Village's future potential and look forward to the anticipated growth and economic stability that is to come.

Johnson City has a rich local history that is celebrated by its residents. It was home to large businesses like Endicott-Johnson, IBM and Lockheed Martin; however, Downtown Johnson City is no longer the booming place used to be. The Greater Binghamton Fund awarded over \$3 million to public and private sector projects in Johnson City which started the revitalization efforts. Our community would like to see downtown continue to regenerate and for more businesses to open up.

I am looking forward to working with the Village and the community to fully realize Downtown Johnson City's tremendous potential.

Sincerely,

A handwritten signature in dark ink, appearing to read 'D. Whalen', is written over a light blue horizontal line.

David Whalen
Owner/Founder
Hots Franchise Group, Inc